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# The New Hampshire Primary: What it means to the state and the nation

*Library and Archives of NH's Political Tradition*

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# The benefits of the NH Primary accrue to the state and to the nation

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- Political and social benefits for the state and nation as the primary engages a high percentage of citizens
- NH citizens' personal contact with the candidates and focused discussion of issues influences election outcome
- Candidates get tested and learn... come away stronger candidates
- Economic benefits for the state and its citizens via spending and jobs and media exposure



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Most important are the benefits to the nation of having an active and engaged electorate test the qualifications of candidates....

In 2000, national and international media truly acknowledged the value of NH's role in the political process



# The national media messages about the New Hampshire primary .....1992, 1996 and 2000

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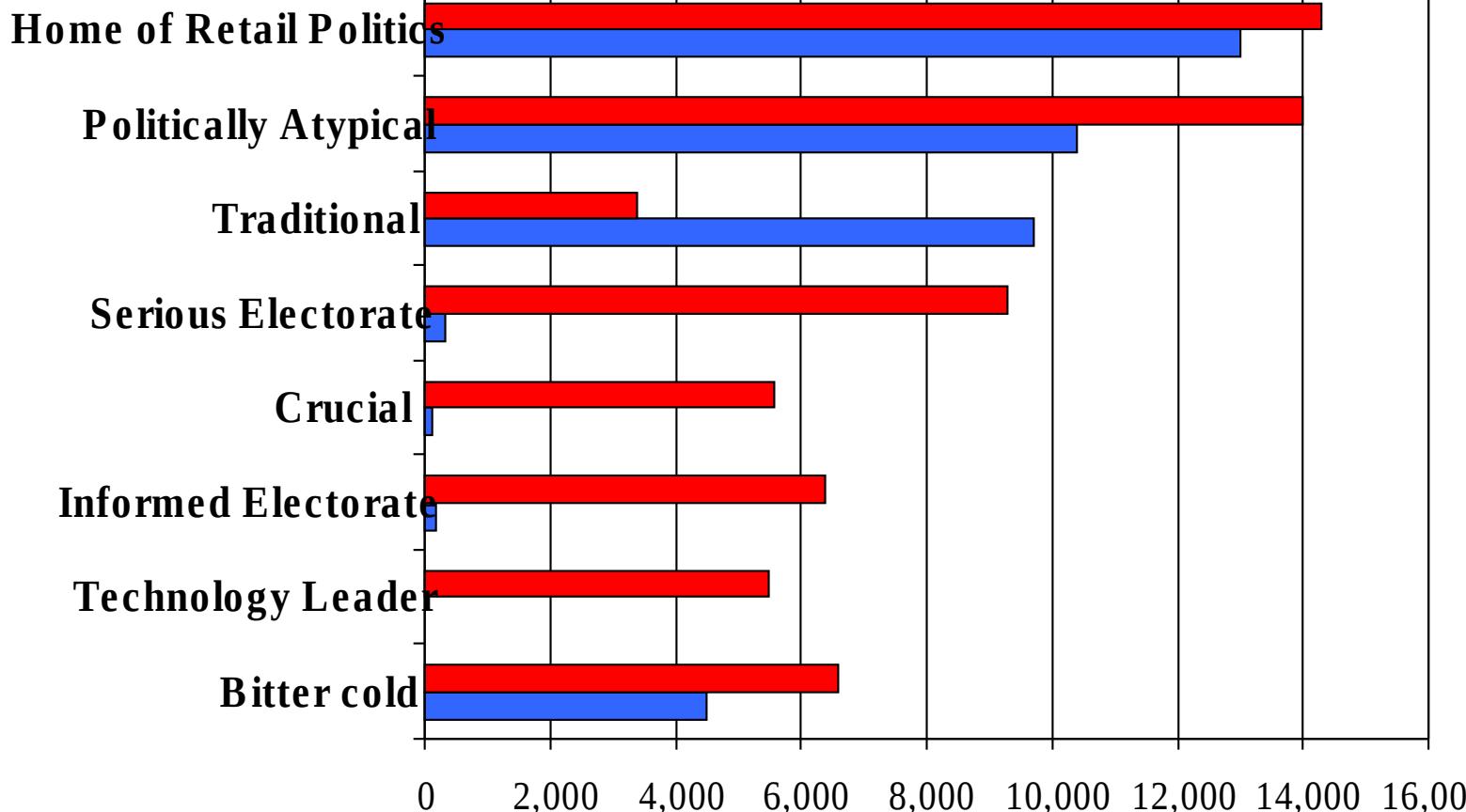
- 1992: “*The worst economy in the country*”
- 1996: “*Home of retail politics*”,  
“*Politically atypical*”, and  
“*Traditional*”
- 2000: “*Retail Politics*”, “*Serious voting electorate*”, “*Informed*”, and  
“*Crucial*”



NH was still portrayed as “different”, but in 2000, it was portrayed as more of a virtue

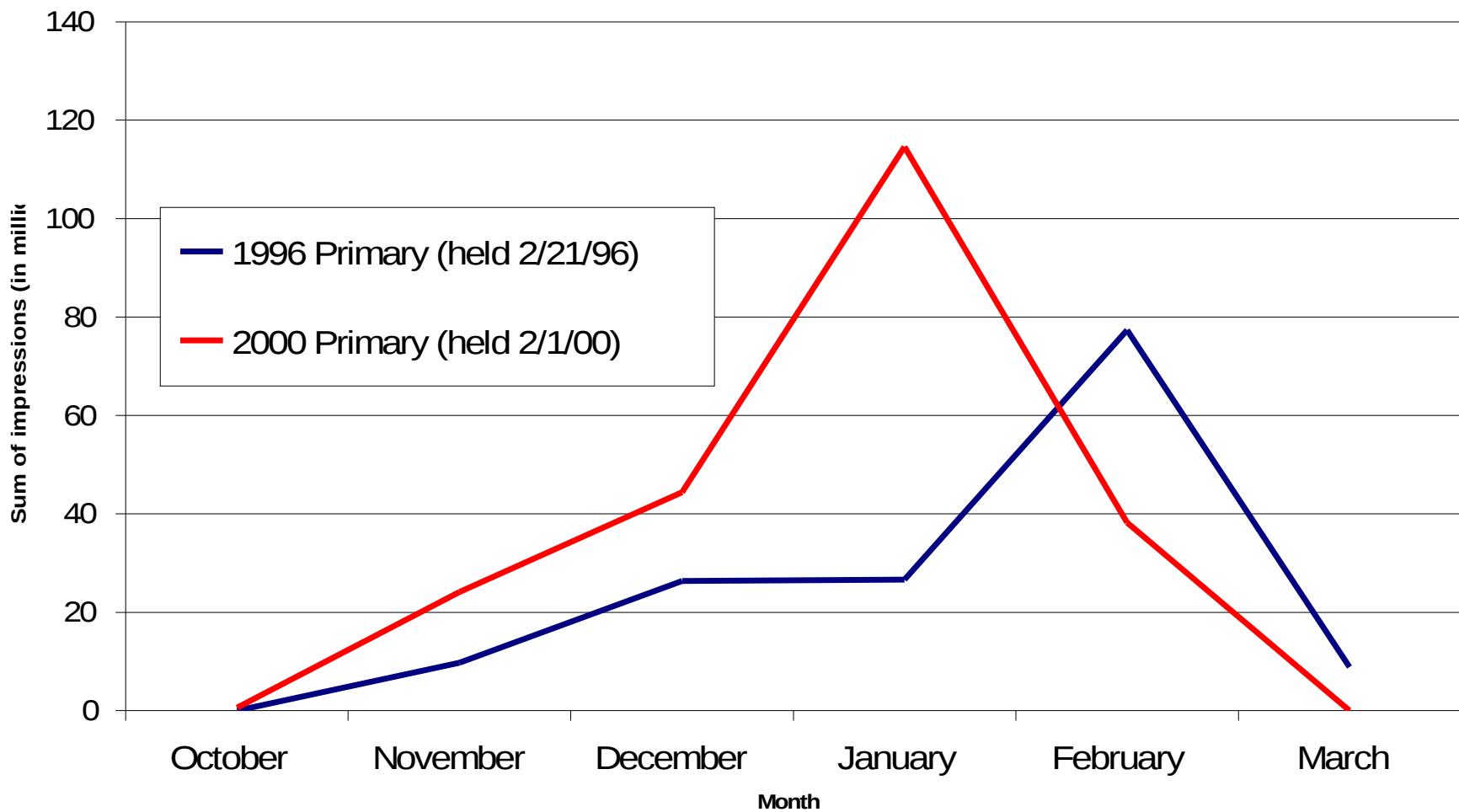
Top Media Impressions (000s)

1996 2000



# Full slates for both Democrats and Republicans meant more exposure for NH Primary in 2000 than in 1996

Exposure by month, in impressions

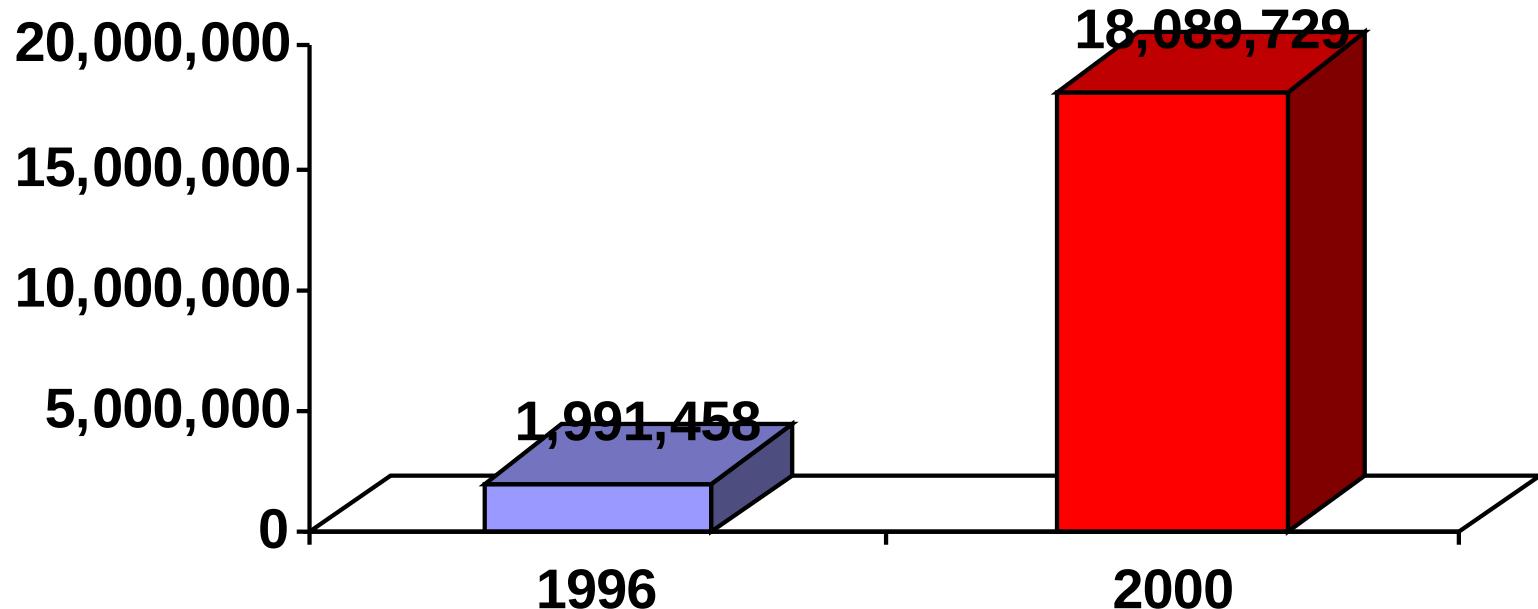




# The First-in-the-Nation Primary

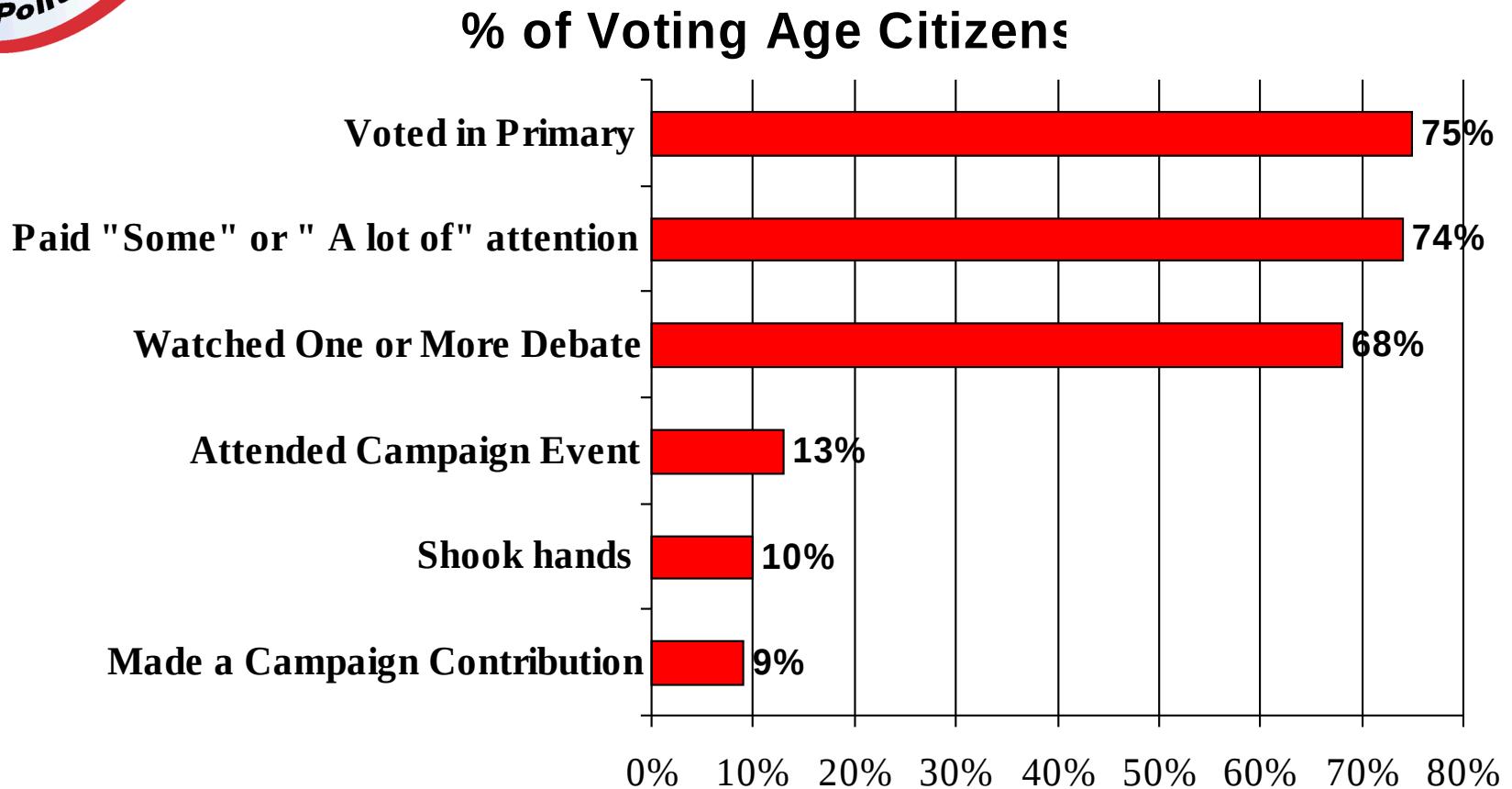
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**Potential readers exposed to the message that NH  
deserves its status as "First in the Nation"**





# Media stories about NH voters engagement reflected reality, not just image





## Quotes of Note:

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From the June 15, 1999 New York Times describing New Hampshire as a state with:

*“a justifiable reputation for being a state with informed voters who ask informed questions”*

## Wall Street Journal, August 23, 2000

- *“In 2000 the word got out....New Hampshire has a strong economy for high-tech ventures and is an attractive place for start-up businesses”*
- *“New Hampshire has an active and well-informed electorate...the highest level of involvement among the 2000 presidential nominating contests”*



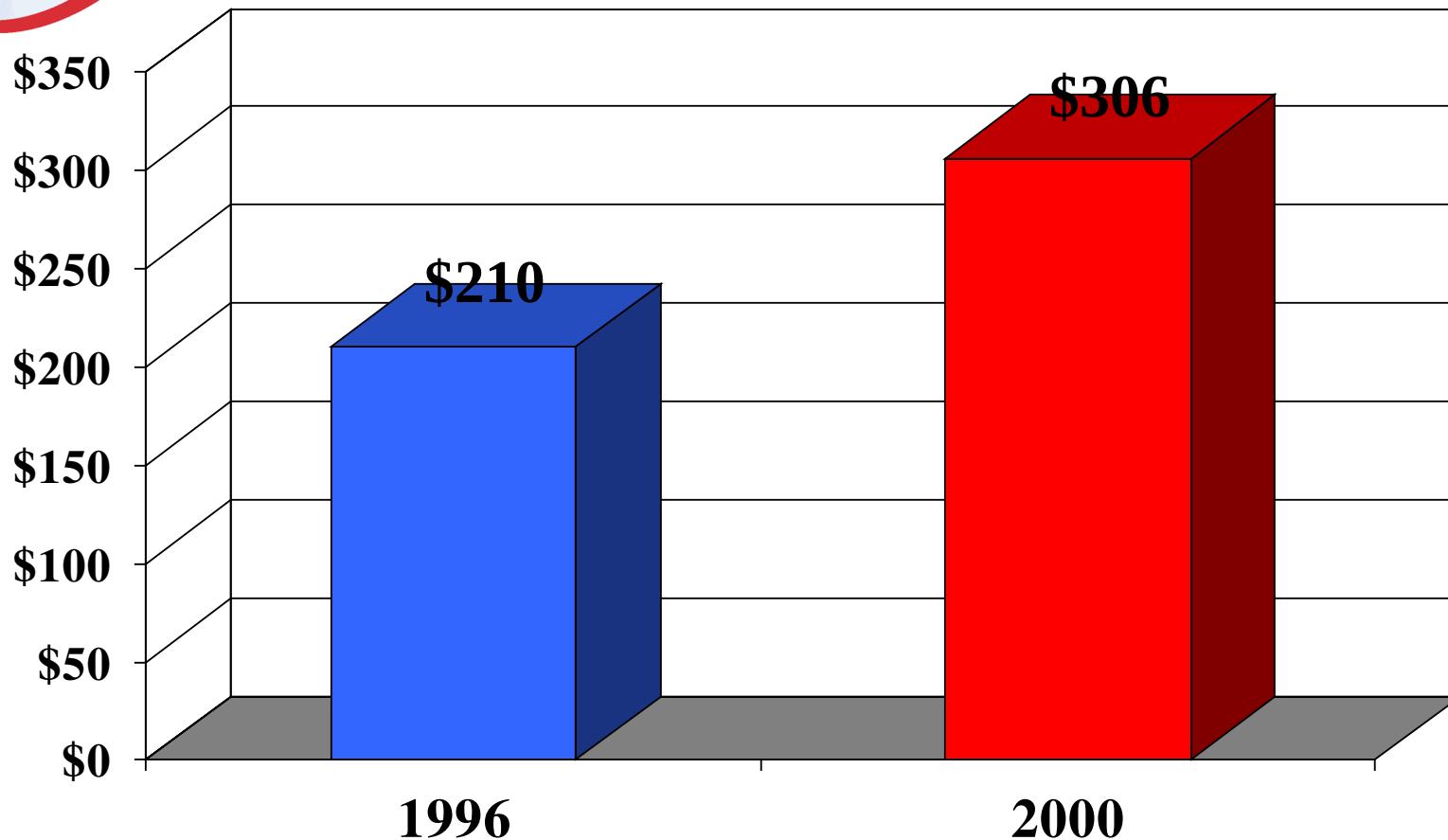
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# Economic Impacts

*The first-in-nation primary benefits some industries in NH but the overall impact is often exaggerated by outsiders...it is about .6 of 1% of the state's gsp in the peak year of primary activity*



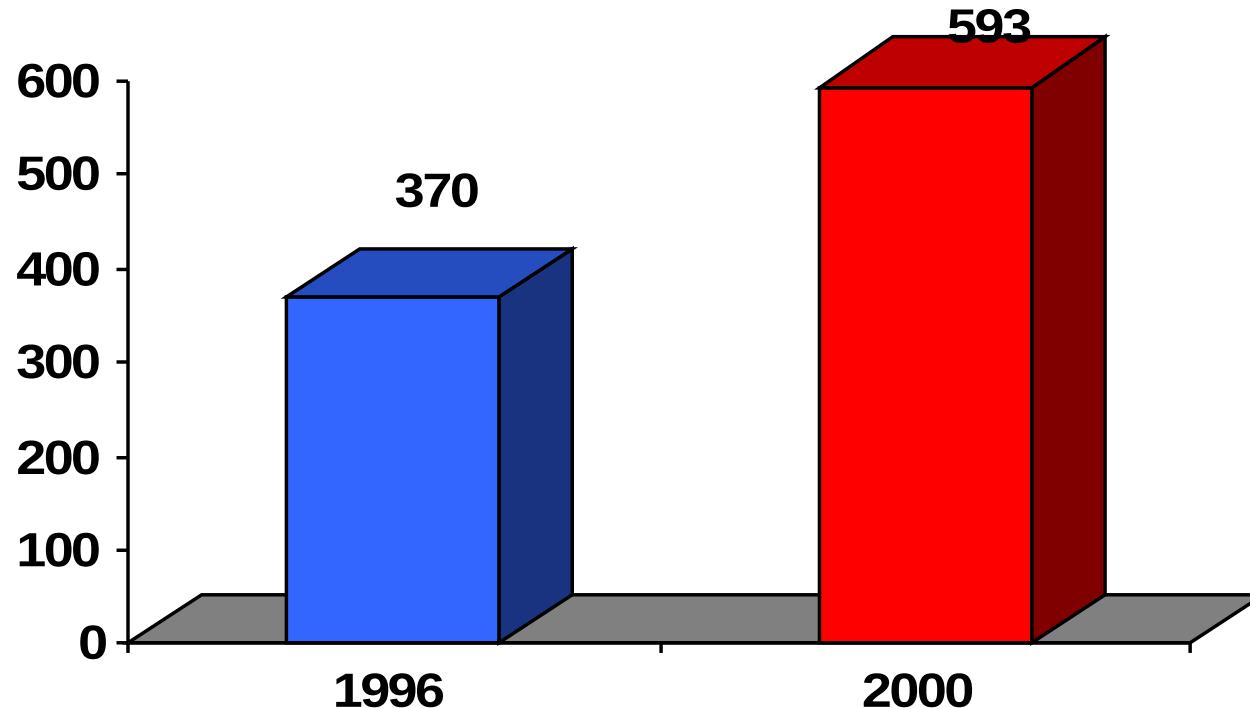
The economic impact of the 2000 primary  
was 50% greater than the impact of the 1996  
primary





Increased media coverage was a big reason for expenditure increases (campaign spending rose only modestly)

**Number of reporters covering the NH Primary**





# How we produced our economic estimates

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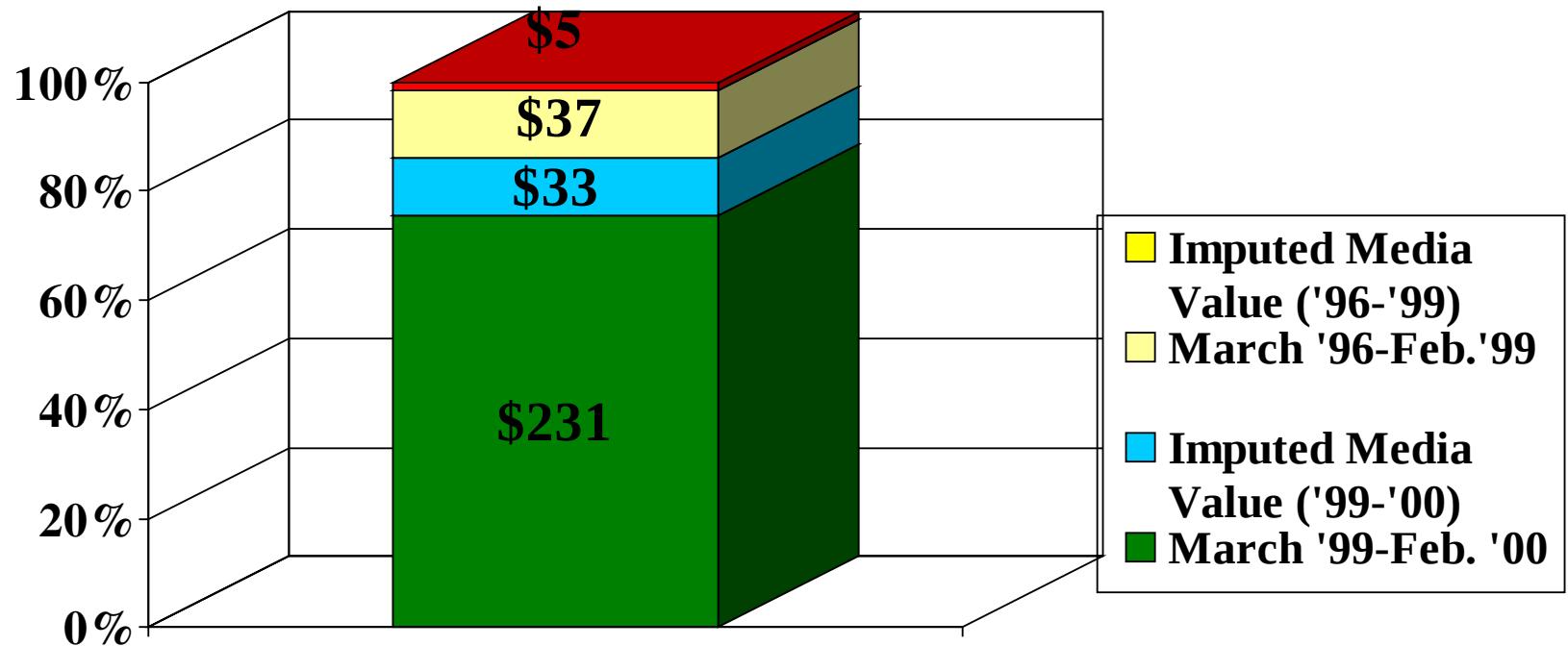
- Travel, tourism, and tax data
- Federal Election Commission campaign expenditure reports
- Media content analysis
- Interviews with businesses and with campaign workers
- Employed recognized econometric methods and models



Most of the economic impacts occurred in the year preceding the primary

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Timing of Economic Impacts (\$million)





# Overview of Economic Impacts of the New Hampshire Primary (March 1, 1999 - Feb. 28, 2000)

Direct Campaign  
Spending **\$12 million**

Media and Visitor  
Spending **\$71 million**

**Total Spending  
\$231 million**  
(Direct, Indirect & Induced)

**Total Economic Benefits  
(March 1, 1999-Feb. 28, 2000)**  
**\$264 Million**

Total Direct Spending  
**\$83 million**

Value of  
Tourism  
Promotion  
Exposure  
**\$6.6 million**

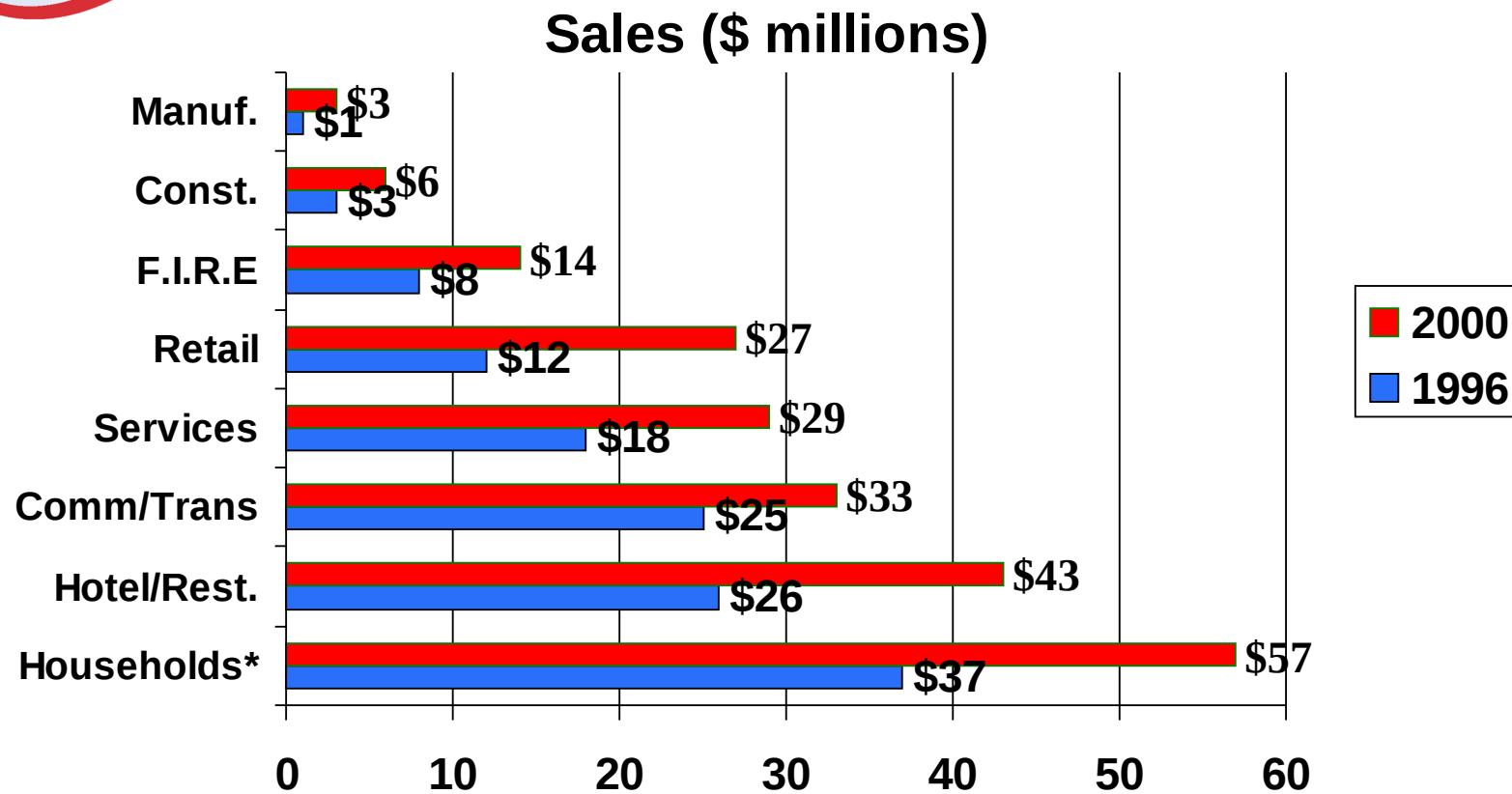
Value of  
Business  
Development  
Exposure  
**\$26.4 million**

- \$231 million sales and 2,248 jobs
- \$6.6 million tourism promotion
- \$26.4 million business development



The lodging, restaurant, media, communications, and trans. industries, along with households receive the greatest benefits

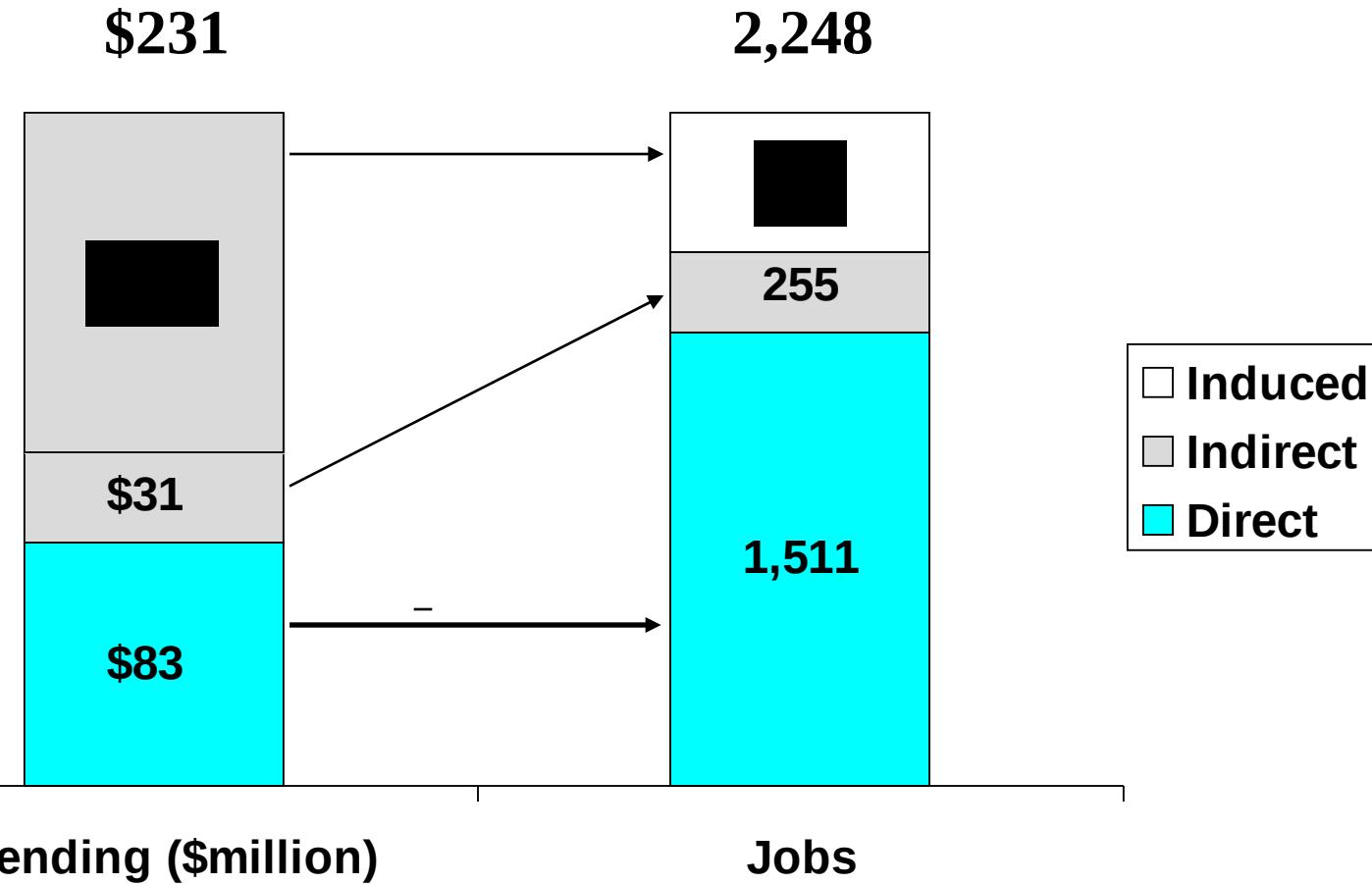
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\* Households refers to payments for labor (wages)



Total Primary spending of \$231 million results in over 2,200 jobs

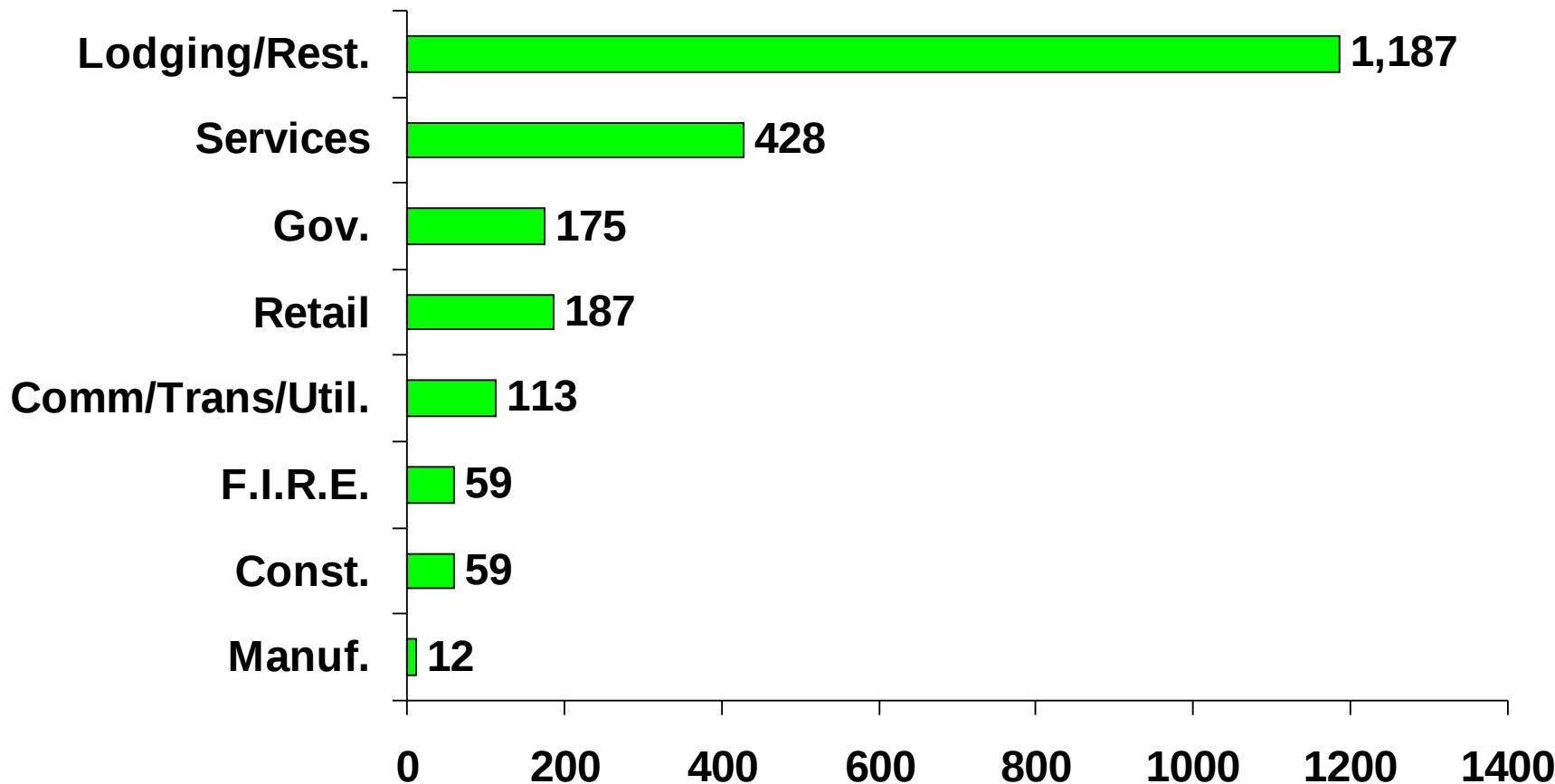




# Half of the jobs created are in the lodging and restaurant industries

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## Full-Time Equivalent Jobs Resulting from Primary





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# Media Coverage and Advertising Equivalency

The First-in-the-Nation primary is the #1 media opportunity in NH... *the word gets about about candidates, the issues and about NH*



# Why media coverage is important

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- An audience of 222 million people worldwide were exposed to stories about NH via media coverage of the primary during primary



# Specific Media Data

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- Top media outlets covering the Primary:
  - *ABC World News This Morning*
  - *Business Week*
  - *CNBC-TV*
  - *CNN - Crossfire*
  - *Kansas City Star*
  - *London Free Press*
  - *Charleston Post & Courier*
  - *Chicago Sun Times*
  - *CNN*
  - *Raleigh News and Observer*



# Specific Media Data

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Most positive media outlets:

- *Boston Globe*
- *USA Today*
- *Atlanta Journal and Constitution*
- *LA Times*
- *ABC*
- *Dallas Morning News*
- *Washington Post*
- *NY Times ABC World News This Morning*
- *Business Week*
- *CNBC-TV*



# Specific Media Data

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• Most negative media outlets:

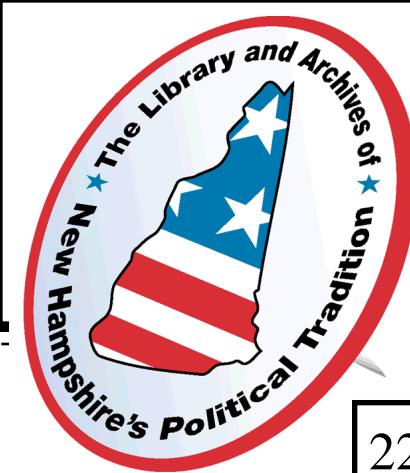
- *San Francisco Chronicle*
- *Boston Herald*
- *Orlando Sentinel*
- *Indianapolis Star*
- *Denver Post*
- *Tampa Tribune*
- *Times-Picayune*
- *Richmond Times-Dispatch*
- *San Francisco Examiner*
- *Rock Hill (SC) Herald*



The positive articles translate into positive impression of NH for 22 million people (up from 15 million in '96)

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- Positive impression of the state for 22 million
- Research shows that 3% of those positively exposed will eventually visit
- Thus, news coverage of the primary will contribute to 660,000 visits to NH (3% of 22 million)
- Each \$10 of advertising by NH attracts 1 visitor. Thus 660,000 visits = \$6.6 million in advertising value



# The impact of media coverage on tourism

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220 million media impressions

22 million positive impressions

660,000 non-primary visits  
(3% of 22 million)

**\$6.6 million** in tourism advertising equivalency  
@ \$10/visitor  
  
(about twice NH's tourism advertising budget)



# International media coverage also impacts business development

660,000 visits to NH  
(3% of 22 million)

13,200 corporate  
decision-makers and  
entrepreneur. (2% of  
660,000 - actual US  
figure is 11%)

132 new businesses  
(1% of 13,200 or  
.0002 of all visits)

132 new business  
with avg. 20 emp. per  
business = 2,640 employees

@ \$10,000 subsidy/business  
development value per emp. =  
**\$26,400,000**



# Let's keep NH First....

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- There is strong interest & support for a collaborative effort to keep NH First-in-the-Nation ...with industry leaders, public officials and others..



# Why NH should be First...

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- we in NH take our role very seriously...we know that every vote always counts
- there are national benefits from an engaged & informed electorate in NH
- our small scale and strong tradition of participation and engagement ensures that \$ and media do not determine our primary election outcomes
- ideas and voter contact are most important in NH
- “underdogs” still have a chance in NH
- we are not in it for the money...but it helps particular sectors of the economy